

WEST BEACH REDEVELOPMENT PROJECT AREA
FIVE-YEAR IMPLEMENTATION PLAN

October 1, 2004 - September 30, 2009

CITY OF LONG BEACH
REDEVELOPMENT AGENCY



333 West Ocean Boulevard, 3rd Floor
Long Beach, CA 90802
(562) 570-6400

May 2004

The mission of the Redevelopment Agency of the City of Long Beach is to improve the blighted areas of Long Beach, revitalize neighborhoods, promote economic development and the creation of jobs, provide affordable housing and encourage citizen participation

TABLE OF CONTENTS

INTRODUCTION.....	1
BACKGROUND.....	2
PROJECT AREA BLIGHTING CONDITIONS.....	2
REDUCTION OF BLIGHT THROUGH PAST ACTIVITIES.....	2
AFFORDABLE HOUSING PROGRAM.....	3
IMPLEMENTATION PLAN GOALS AND OBJECTIVES.....	3
PROPOSED REDEVELOPMENT AGENCY PROGRAMS AND POTENTIAL PROJECTS.....	4
AFFORDABLE HOUSING PROGRAM EXPENDITURE PLAN REQUIREMENT.....	5
ATTACHMENT NO. 1 - PROJECT AREA MAP	
ATTACHMENT NO. 2 - ESTIMATED EXPENDITURES SHOWING LINK TO BLIGHTING CONDITIONS	
ATTACHMENT NO. 3 - ESTIMATE OF TAX INCREMENT TO BE DEPOSITED IN AFFORDABLE HOUSING FUND	
ATTACHMENT NO. 4 – LOW- AND MODERATE-INCOME HOUSING FUND EXPENDITURE PROGRAM	

**West Beach Redevelopment Project
Five-Year Implementation Plan
October 1, 2004 – September 30, 2009**

INTRODUCTION

Health and Safety Code Section 33490 requires redevelopment agencies to adopt implementation plans for each project area every five years. On October 25, 1999, the Redevelopment Agency of the City of Long Beach adopted an implementation plan for the West Beach Redevelopment Project Area (Project Area) for the period 2000-2004. Between the second and third year after adoption, the redevelopment agency must hold a public hearing on the implementation plan. A redevelopment agency may make amendments to the plan at this time or at other times if required. The Redevelopment Agency held public hearings to review the Implementation Plan for the Project Area on January 27, 2003.

This document is the West Beach Redevelopment Project Area's Implementation Plan for the period of 2005-2009. Upon adoption by the Redevelopment Agency, it will replace the prior Implementation Plan for 2000-2004.

Pursuant to Health and Safety Code this Implementation Plan contains: (1) the specific goals and objectives of the Redevelopment Agency for the West Beach Redevelopment Project Area; (2) the specific programs, including potential projects, and estimated expenditures to be made during the next five years; (3) a discussion of how these programs will implement the Redevelopment Agency's low- and moderate-income housing obligations; and (4) an explanation of how the goals and objectives, programs, and expenditures will eliminate blight within the Project Area.

This Implementation Plan is a policy statement rather than a specific course of action; it does not identify specific project locations. It has been prepared to set priorities for redevelopment activities within the Project Area over a five-year period and incorporates a program of activities to accomplish revitalization efforts for the Project Area. However, new issues and opportunities may be encountered during the course of administering the Redevelopment Plan for the Project Area during the five-year period. Therefore, this Implementation Plan may not always precisely identify a proposed activity or expenditure. If the Implementation Plan includes a project that will result in the elimination of low- or moderate-income housing, the Implementation Plan shall identify proposed locations suitable for the replacement dwelling units.

This Implementation Plan is composed of two major components: a redevelopment component and a housing expenditure component (Attachment No. 4). The redevelopment component: (1) revisits the goals and objectives of the Redevelopment Plan; (2) defines the Redevelopment Agency's strategy to achieve these goals and objectives; (3) presents the programs, including potential expenditures that are proposed as a means to attain the Plan's goals and objectives; and (4) describes how the goals and objectives, programs, and

expenditures will eliminate blight within the Project Area. The housing expenditure component shows how the Redevelopment Agency's goals and objectives for housing will be implemented and how the statutory requirements for the set-aside and expenditure of tax increment for housing purposes will be met.

BACKGROUND

The West Beach Redevelopment Project Area was adopted on July 21, 1964. The Project Area consists of 21 acres located approximately one-half mile west of the Civic Center complex and is bounded on the north by Ocean Boulevard, on the east by Magnolia Avenue, and on the south and west by Shoreline Drive. A map showing the Project Area boundaries is attached as Attachment 1 to this document. When adopted, the Project Area was developed with sub-standard commercial and multi-family structures, many of which had formerly served as shoreline homes for wealthy families in the 1920's and earlier. By the early 1960's, conditions had deteriorated to the point that the area could be characterized as an urban slum, with health and safety hazards predominant. Newspapers at the time unofficially referred to the area as "the jungle."

PROJECT AREA BLIGHTING CONDITIONS

At the time of adoption of the Redevelopment Plan, the following blighting conditions characterized the Project Area:

- Physical deterioration and deficiencies in the infrastructure system.
- Severely deteriorated building stock.
- Dated commercial development located in badly deteriorated structures.

REDUCTION OF BLIGHT THROUGH PAST ACTIVITIES

The Redevelopment Agency has worked to correct the aforementioned blighting conditions through a number of successful efforts:

- Public Improvements

A number of major improvements were made adjacent to the Project Area, under Findings of Benefit. These included landscaping the I-710 Freeway between Pacific Coast Highway and Anaheim Street, the installation of an enhanced traffic signal system controlling the arteries serving the Project Area, the widening and improvement of Magnolia Avenue and the relocation installation of a water injection facility.

- Land Purchase, Relocation and Clearance

The Redevelopment Agency acquired all properties in the Project Area, relocated the businesses and residents, and cleared the properties for future development. A total of

383 families were relocated, which included 341 individual households and 160 single-room occupants. Thirty-seven businesses were also acquired and relocated as a result of Redevelopment Agency activities.

- **Stimulation of New Development**

The Redevelopment Agency's success at attracting new development to the Project Area consisting of mid- and high-rise office uses is reflected in the following chart of accomplishments:

Name	Type	Size	Year Completed
100 Oceangate (Oceangate Tower)	15-story office	200,000 sq. ft.	1972
400 Oceangate (Union Bank Center)	14-story office	158,000 sq. ft.	1975
1 Golden Shore (Molina Medical Center)	2-story office	32,000 sq. ft.	1977
11 Golden Shore (City National Bank)	6-story office	104,000 sq. ft.	1982
200 Oceangate (Arco Center)	14-story office	218,000 sq. ft.	1983
300 Oceangate (Arco Center)	14-story office	218,000 sq. ft.	1983

AFFORDABLE HOUSING PROGRAM

The Redevelopment Agency has deposited 20% of its tax increment into the Redevelopment Agency's low- and moderate-income housing fund.

IMPLEMENTATION PLAN GOALS AND OBJECTIVES

Over the next five years, the goals and objectives for the West Beach Redevelopment Project Area focus on continued maintenance of the completed Project Area and responding to market-driven opportunities for intensification of parcels improved with low-rise commercial structures. While the majority of the resources of this Project Area are pledged to the repayment of bonds issued to finance the major improvements already completed in West Beach, any newly available revenues may be directed towards Project Area enhancement programs. This effort would serve to maintain the success of this Project Area and minimize the risk of return of blighting conditions.

PROPOSED REDEVELOPMENT AGENCY PROGRAMS AND POTENTIAL PROJECTS

The following narratives describe the proposed programs and potential projects to be undertaken in the West Beach Redevelopment Project Area during the five years covered by the Implementation Plan. A summary of estimated expenditures showing linkage to blighting conditions is shown in Attachment 2.

- Marketing Program

The Redevelopment Agency proposes to fund redevelopment marketing efforts. In the case of the West Beach Redevelopment Project Area, project banners, comprehensive website, construction barricades and other information on Redevelopment Agency activities directed to the public and targeted business entities are contemplated.

Blighting Conditions Addressed: When the blighted commercial development was removed from the Project Area, it was replaced over the course of several years with low- and high-rise office buildings. It is imperative to the continued health of the Project Area that these buildings remain fully occupied and economically viable.

- Affordable Housing Program

Existing programs to improve, preserve and increase the supply of affordable housing are proposed to continue. Please refer to Attachment 4 entitled “Low- and Moderate-income Housing Fund Expenditure Program” for a detailed program description.

As described in the Low- and Moderate-income Housing Fund Expenditure Program, the Redevelopment Agency expects to deposit 20% of the expected tax increment for the West Beach Project Area into the Housing Fund. Attachment 3 contains estimates of the amount of tax increment to be deposited into the Housing Fund.

Blighting Conditions Addressed: This Program will address the Citywide need for affordable housing and as such is not tied to elimination of a specific blighting condition in the Project Area.

- Capital Improvement and Development Program

This Program may include improvements to signage, traffic regulation devices, parks, street lighting or other categories of infrastructure, as needed from time-to-time.

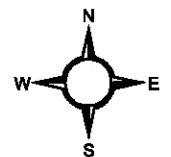
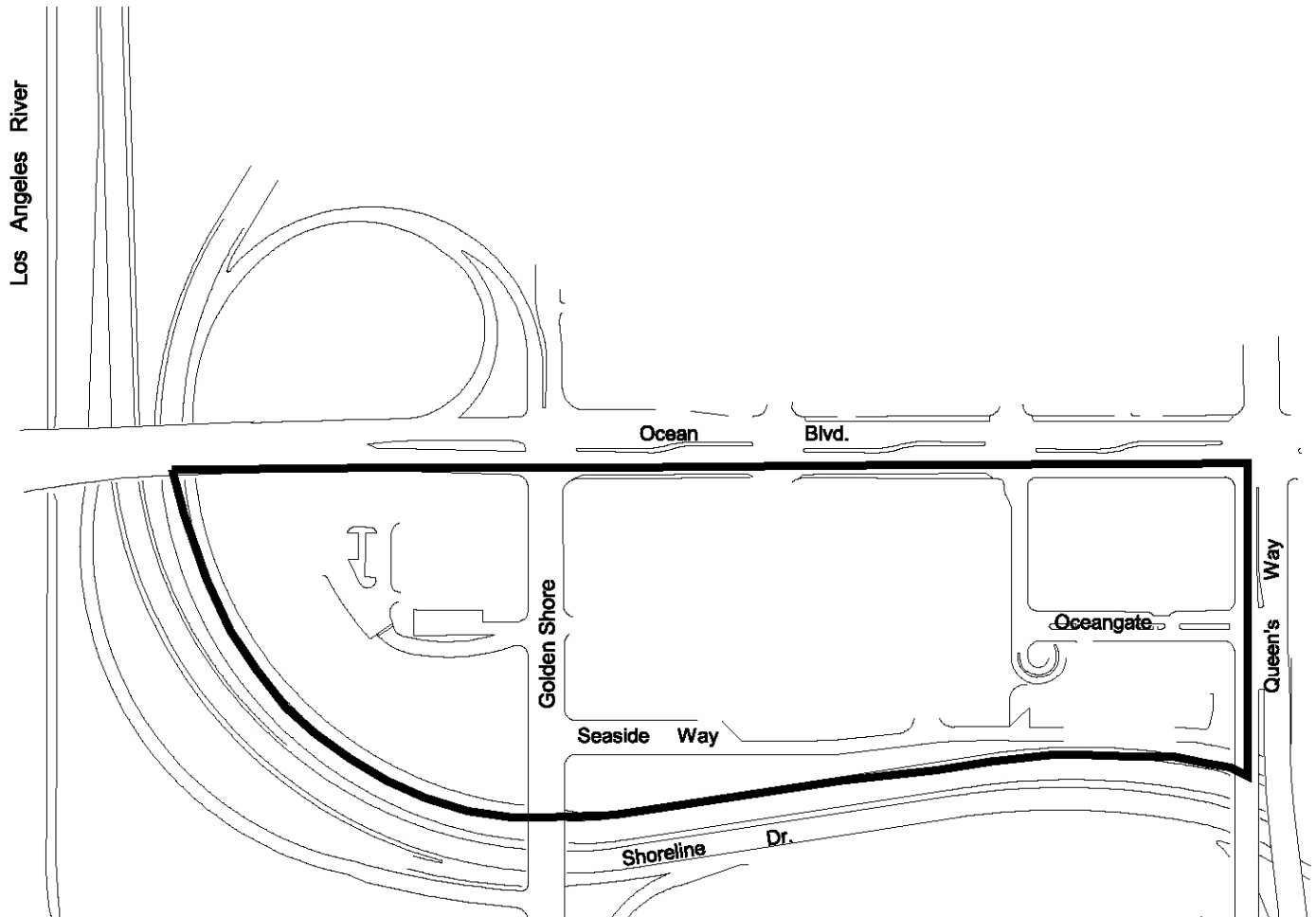
Blighting Conditions Addressed: This Program will address deficiencies in the infrastructure system and will indirectly support the elimination of vacancies by improving the Project Area’s desirability. Additionally, the Redevelopment Agency may respond to market-driven opportunities for intensification of parcels improved with low-rise commercial structures.

It is not anticipated that any of the potential projects identified in this section will result in the destruction or removal of dwelling units that will have to be replaced pursuant to Health and Safety Code Section 33413 (a).

AFFORDABLE HOUSING PROGRAM EXPENDITURE PLAN REQUIREMENT

Section 33490(a)(2)(A) of the California Health and Safety Code requires that part of the 5-year Implementation Plan address Sections 33334.2, 33334.4 and 33334.6, and the Redevelopment Agency's Low- and Moderate-income Housing Fund. Generally, the Redevelopment Agency transfers all of the 20% set-aside funds from each redevelopment project area into the City's Housing Development Fund. This money is used by the nonprofit Long Beach Housing Development Company to assist in the production of affordable housing as required by California Health and Safety Code. The Affordable Housing Program is administered by the Long Beach Housing Development Company. An Affordable Housing Program Expenditure Plan prepared pursuant to Section 33490(a)(2)(A) is attached hereto as Attachment No. 4.

WEST BEACH REDEVELOPMENT PROJECT AREA MAP



Not To Scale

Date of Adoption: 7-21-64
Size: 21 Acres
— Project Area Boundary

**West Beach Redevelopment Project Area
Five-Year Implementation Plan**

**Attachment No. 2
Estimated Expenditures Showing Link to Blighting Conditions**

Funding Year	Marketing Program (1, 2, 3)	Affordable Housing Program (4)	Capital Improvement and Development Program (1, 2, 3)	Debt Service Payments (1, 2, 3)
Oct. 1, 2004 - Sept. 30, 2005	\$15,000	\$247,000	-0-	\$839,000
Oct. 1, 2005 - Sept. 30, 2006	\$25,000	\$252,000	TBD*	\$839,000
Oct. 1, 2006 - Sept. 30, 2007	\$25,000	\$257,000	TBD*	\$839,000
Oct. 1, 2007 - Sept. 30, 2008	\$25,000	\$262,000	TBD*	\$839,000
Oct. 1, 2008 - Sept. 30, 2009	\$25,000	\$267,000	TBD*	\$839,000

*To be determined (TBD); funding subject to new tax increment

Blighting Conditions

1. Physical deterioration and deficiencies in the infrastructure system.
2. Severely deteriorated building stock.
3. Dated commercial development located in badly deteriorated structures.
4. Need for affordable housing in Long Beach.

**West Beach Redevelopment Project Area
Five-Year Implementation Plan**

**Attachment No. 3
Estimate of Tax Increment to be Deposited in Affordable Housing Fund**

Funding Year	Deposit to Housing Fund
Oct. 1, 2004 - Sept. 30, 2005	\$247,000
Oct. 1, 2005 - Sept. 30, 2006	\$252,000
Oct. 1, 2006 - Sept. 30, 2007	\$257,000
Oct. 1, 2007 - Sept. 30, 2008	\$262,000
Oct. 1, 2008 - Sept. 30, 2009	\$267,000

**West Beach Redevelopment Project Area
Five-Year Implementation Plan**

**Attachment No. 4
Low- and Moderate-income Housing Fund Expenditure Program**

[To be attached]